

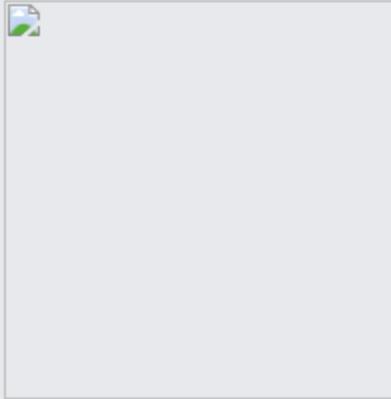
**From:** "Safi Bahcall" <[REDACTED]>

**To:** "Jeffery Edwards" <jeevacation@gmail.com>

**Subject:** Thank you for helping Loonshots take off!

**Date:** Sat, 30 Mar 2019 15:30:02 +0000

---



Dear Jeffery,

In 2014, I had an idea. In 2015, I had an essay and a book agent. In 2016, publishers said my idea could never work. Who would read a book that combines physics, business, and history?

Today, I'm delighted to announce that my new book, *Loonshots*, has debuted on [The Wall Street Journal](#) bestseller list at #3!

Last week Malcolm Gladwell, Susan Cain, Daniel Pink and Adam Grant selected *Loonshots* as one of the "two most groundbreaking new nonfiction reads of the season." The WSJ, the Financial Times, Nature, Scientific American, the Washington Post, Harvard Business Review, and many others have featured *Loonshots*.

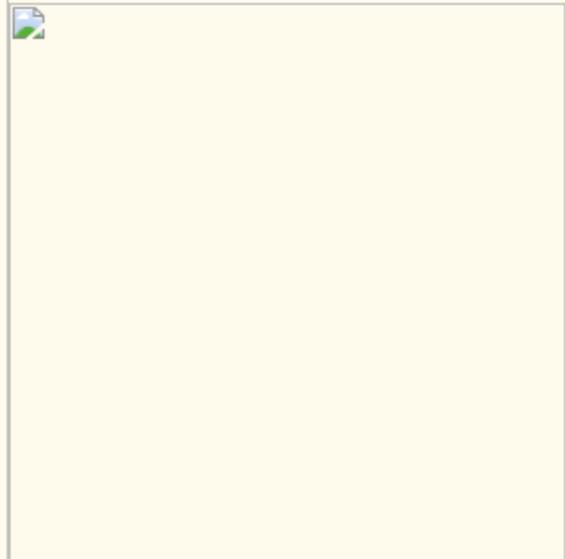
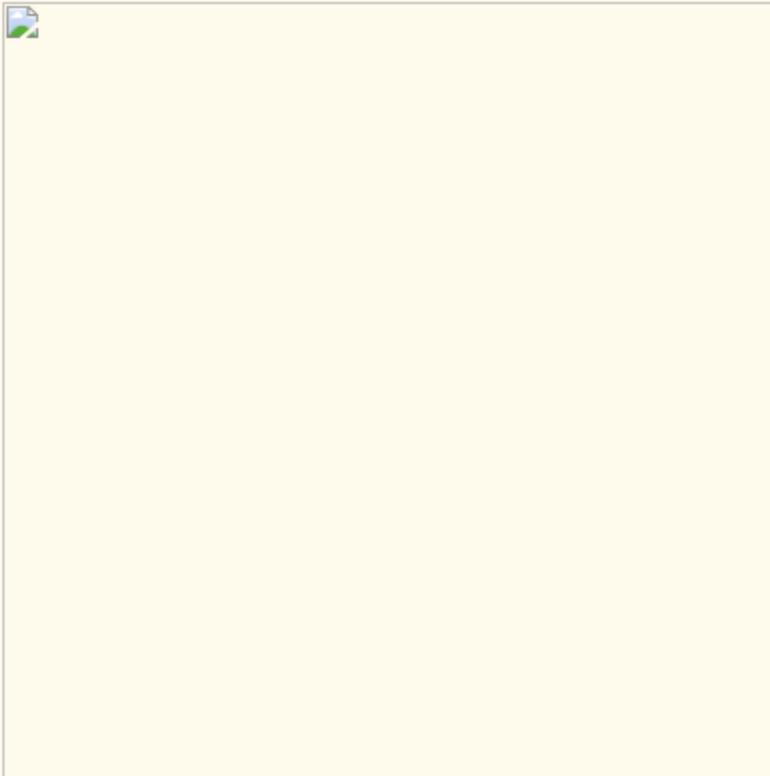
If you haven't already, I invite you to join the conversation by [ordering a copy](#) and sharing your thoughts in [an Amazon review](#) or on social media.

You'll learn a new way of thinking about the mysteries of group behavior. You'll hear stories of thieves and geniuses and kings, and examples that range from the spread of fires in forests to the hunt for terrorists online. Along the way, you'll see how chickens saved millions of lives, what James Bond and Lipitor have in common, and where Isaac Newton and Steve Jobs got their ideas.

My hope is that *Loonshots* will change how you think about life, love, and the pursuit of crazy ideas.

Thank you again for your support!

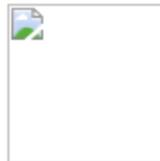
Yours,  
Safi Bahcall  
Twitter: [@SafiBahcall](#)  
[www.loonshots.com](http://www.loonshots.com)



[LEARN MORE](#)



“This book has everything: **new ideas, bold insights, entertaining history** and convincing analysis. Not to be missed by anyone who wants to understand how ideas change the world.”

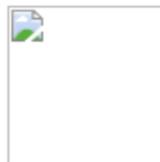


**Daniel Kahneman**

winner of the Nobel Prize, author of *Thinking, Fast and Slow*



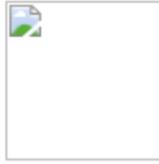
“14 Books Everyone Will Be Reading in 2019”



**Business Insider**

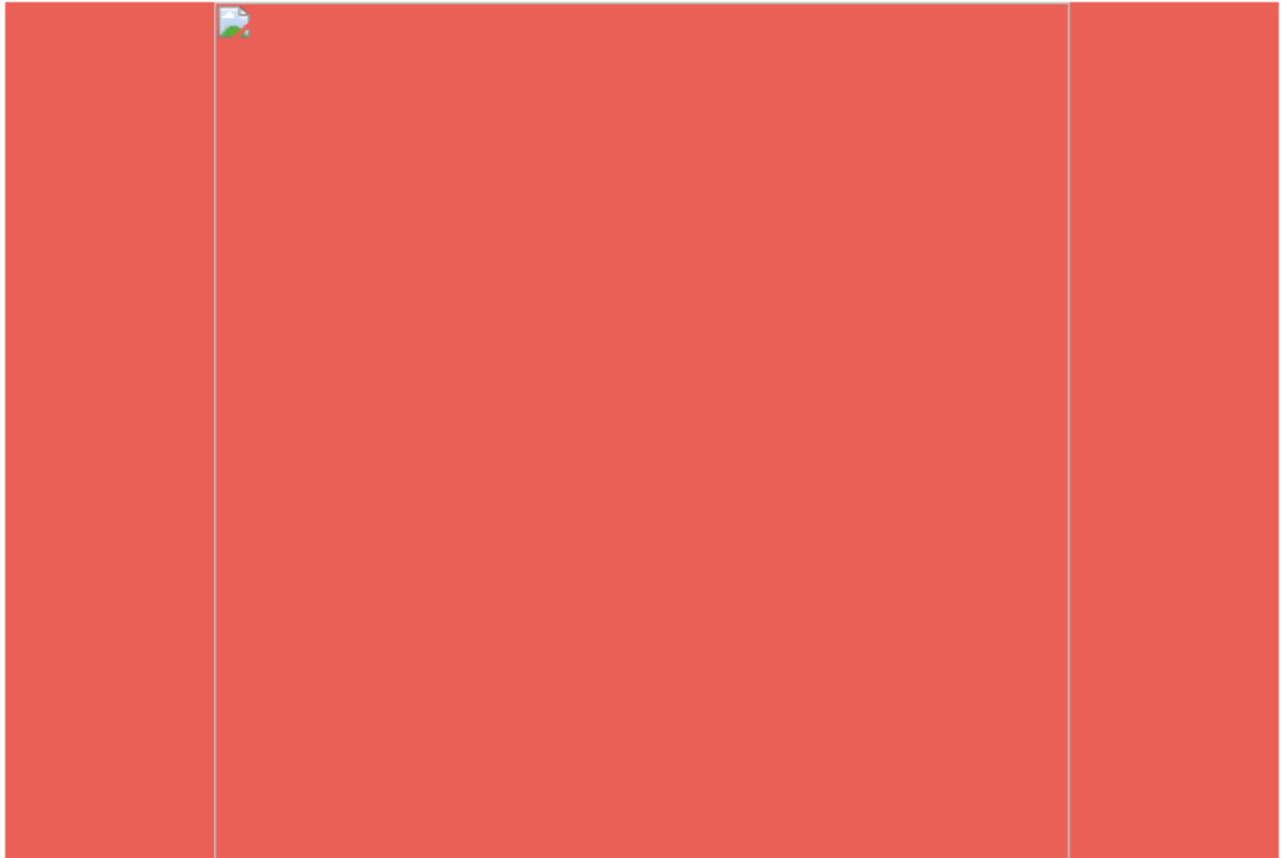


“Who knew that one idea could connect naval battles, chirping crickets, and the birth of modern science? If ***The Da Vinci Code and Freakonomics*** had a child together, it would be called *Loonshots*.”



**Senator Bob Kerrey**

Medal of Honor recipient, former governor of Nebraska and president of The New School



**Connect with Safi**



**SHARE THIS EMAIL**

If you wish to unsubscribe, please [click here](#).